

ELECTRICAL MERCHANDISING WEEK

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In This Year's Slow Market Which Promotions Work Best?

Heading into the holiday season after a mediocre year, here's how dealers were promoting:

MONEY: They're spending more to stay even with last year's business. But most of the money is going for price ads

TIMING: They're continuing their price advertising through Christmas. But a few will pause to give Santa a nod

IDEAS: They're sticking with tried-and-true themes, on the whole. But some have come up with brave new angles

What's new in promotions? What're the hot gimmicks for the upcoming Christmas season? The answers are sad ones for all who mourn the passing of the golden-throated pitchman and the marathon sale.

An EM Week dealer survey of 1960 promotions and plans for Christmas turned up one deafening trend: Price ads and more price ads. Only a handful of dealers had tried or planned to try anything different.

Based on that survey, here's EM Week's anatomy of a promotion, 1960 style.

You Have To Spend More To Stay Even

Except in a few isolated cases, dealers found themselves running in place, putting more money and man-hours into promotions that barely kept their sales even with last year's. The reasons are obvious: A generally soft economy, unemployment, manufacturers' over-productions and resultant price cuts. But that didn't make the results any easier to swallow.

In Huntington, Ind., Glen Watson, Leyman Electric Co., said his store was spending 10% to 15% more to draw in "less business."

In Newton, Iowa, the ad budget at B-O Service Sales is up 20% over a year ago.

In Lexington, Ky., the ad manager at Pieratt's Appliance and Land admitted, "We have been spending more."

In Chicago and Albert Lea, Minn., though, there were a couple of exceptions to the rule. Irv Wolfson Appliances, Chicago, hasn't spent any more this year than in the past. And Gordon Electric Co., Albert Lea, has chopped its promotions by 20% to 25%, channeling the money into its sales force.

In Greenwich, Conn., Craig Greenwich Electric increased its kitchen business 50% over last year by staging in-store cooking demos once a month. "But our ad budget was also increased 50%," admitted owner John Bullard. His verdict: "Promotions cost more this year, but they're still worth it."

In Norwalk, Conn., another Yankee dealer disagreed. Dave Contessa, General Appliance Co., shrugged: "Promotions are just not worth it. I advertise just to keep my name in front of the

public. Only ad that pulls is a special price on a particular model number."

In price advertising—and EM Week's clip service turned up literally baskets of it—bargains spoke louder than bargain-makers. Here are just a few of them:

Admiral 17-inch portable TV, \$86.88, Dorn's, Los Angeles and neighboring cities.

Motorola three-piece custom stereo, \$169, Jefferson Stores, Miami.

Frigidaire 1960 30-inch electric range, \$98, Morris Stores, Nashville, Tenn.

Sylvania 23-inch console TV, \$188, Home Centers, Akron, Ohio.

RCA, Emerson and Sylvania 1960 17-inch portable TV, \$89, Dowd's, Washington, D. C.

In a spoof of price ads, a Sioux City, Iowa, dealer offered \$1,000 "for your old refrigerator." Gimmick: A new box cost \$1,209.95.

You Have To Promote All The Time

The day of the one big splash a year is gone. Dealers have found they can't let up; they have

Continued on page 7

Price talk has come out of the back alley, as "respectable" dealers and department stores are resorting to the discounter's language in their advertising.



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Has Boycott Hit Sears' Profits?

Unionized white-collar clerks think so, but management is mum about nationwide movement to boycott Sears for its "anti-union attitudes"

Shoppers at Chicago Sears stores get a newspaper before they enter these days, and the newsboy, or girl, is a union member who doesn't like Sears' labor policies. The newspaper doesn't like them either.

Ironically named "The Catalog," the newspaper describes itself as "a publication exposing the anti-union attitudes of Sears Roebuck and Co." It is published by the Sears Consumer Boycott Committee in conjunction with the national chain store committee of the Retail Clerks International Assn. (AFL-CIO).

Boycott Sears is its forthright plea to consumers, particularly to union members. Stories report a growing and effective boycott. On page 3, an Aug. 16 statement by the AFL-CIO executive committee endorses the boycott, and urges all members of organized labor not to patronize Sears stores.

The big page 1 story, headlined "Nationwide Boycott of Sears Gains Momentum," describes activities of pickets from Anchorage, Alaska, to southern Florida. The story says that the widely reported San Francisco firing by Sears of 262 employees who refused to cross picket lines during a strike touched off the present boycott. And it further states that Sears has yielded to boycott pressure and rehired more than 200.

"Don't Shop Sears" says a streamer being towed by an airplane pictured on page 1. There is a short story on a telegram sent by Edward J. Tafe of Dorchester, Mass., to Sears President Kelstadt protesting, as a stockholder, Sears' labor policy.

That union activity is going on is about all Sears will admit. A spokesman termed it "erratic."

What effect has the dispute had on Sears? The company won't comment. But according to a union official, the boycott has triggered a widespread loss leader policy aimed at getting people into the stores.

Stan Segansh, editor of the union's "Retail Advocate," pointed to the company's last financial report which traced a drop in profits to loss leaders. They're caused by the consumer boycott, he believes.

New RCA Disc Opens Way For Single Speed Changer

How soon is still the question. Although RCA, with its introduction of the seven-inch 33-rpm record set for January, now joins Columbia which pioneered the size, Victor will not abandon its 45 business. So, phonograph manufacturers weren't sure when the big switch to single speed phonos could be made.

Two years away, estimated James Shallow, Columbia Phonograph president, who emphasized that he was guessing.

Even longer, claimed other executives, who pointed out that the 78 speed hadn't been eliminated yet.



Hugh Downs Has His Ups

ON THE JACK PAAR SHOW, Hamilton Beach engineers rigged up this unusual demonstration to show the power of the Hatbox vacuum cleaner. It hoisted Paar star Downs (175 pounds) off the stage floor during the NBC show.

New Emerson Line...

... spotlights a casement air conditioning unit that converts to fit double-hung windows; instant mounts on all models

Tooting horns and beating drums, Emerson Radio and Phonograph Corp. last week marched its 1961 room air conditioner line into the market place. Reason for the uproar: A first in the industry, the "Quiet Kool" convertible casement window unit, model 7A9C.

Though the convertible feature is on only one model in Emerson's 10-basic-model line, speculation was that it would turn up on other models if it caught customers' fancies.

Here are specs on the convertible unit: 1 hp, 7,000 Btu cooling capacity, staggered coils, "squirrel-cage" pressure blower fan, two-speed fan motor, single selector switch, automatic thermostat, baked enamel finish over zinc-coated steel.

Kicker in the deck: It's an instant mount, with side panels of its own. All you need to install it in a casement window is something to take out one pane. Or, if you want to put it in a regular double-hung window, you need no tools at all.

Here are specs on the regular line: There are seven models in the basic "Cool Mount" series, with cooling capacities of from 7,000 to 16,000 Btu. All but three models have 1 hp.

All models have self-contained instant mounts, with slide-out side panels. And all models are available for through-the-wall installation.

Other features of the "Cool Mount" series: Shock-mounted compressor, twin "squirrel-cage" pressure blower wheels, staggered tube coil system, robot control center—which means the controls are all in one place—automatic thermostat and slide-out filter, which you can remove without disassembling the front of the unit.

What Should Be Included In '61 NARDA Convention?

That's the question asked of member-dealers before NARDA officers sat down to plan their three-day Chicago convention.

The answer? More dealers with how-to-do-it experience.

The result? Plenty of veteran dealers will be lined up to speak when the convention moves into Chicago's Palmer House Jan. 13 to 15.

Some how-to-do-it topics: "Employees—Your Most Valuable Assets," from Maurice Cohen of Lechmere Sales in Cambridge, Mass., 1960's Brand Name appliance retailer. Others: "Out-of-Warranty Service Contracts"; "Wage-Hour Legislation and your Commissioned Salesmen"; "Sales Incentive Programs"; "Merchandising of Used Appliances"; "Appraising Cost Value

of Yellow Page Directory Listings."

Manufacturers also will star. Among them will be President Ross Siragusa Sr. of Admiral Corp.; Mason Smith, Whirlpool vice president-treasurer; and Willie Mae Rodgers, director of the "Good Housekeeping" Institute.

Strictly business topics won't be overlooked. Other speakers will be: Harvey Kapnick, auditor, explaining merchandise management accounting; Economist Richard E. Snyder on "Approaches to Developing Retail Prices"; Martin J. R. Corcoran, Chicago management consultant, on "Building Your Store's Personality." Merritt E. Freeman, Quality Brands Associates, will seek NARDA endorsement on the Madden Quality Stabilization Bill.

Old Refrigerator Campaign Rolls

It was too early to judge results, but some dealers were climbing aboard NARDA's "Wanted: Your Old Refrigerator" trade-in bandwagon

But plenty of dealers still were sitting on their hands. In his Chicago office, NARDA Executive Vice President Gail Pinkstaff candidly admitted, "There's been no huge stampede, yet."

One serious bug has plagued the campaign from the start.

Dealer merchandising kits, prepared by the "Saturday Evening Post," should have been out by Oct. 21—the campaign's kickoff date. But the kits did not begin reaching dealers until early November.

NARDA President Carroll B. McMullin waited until Nov. 8 for his kits. Muskegon, Mich., dealers couldn't get kits from their distributors (who didn't have them either). Finally they went directly to NARDA.

Considering these handicaps, some industry people were surprised there weren't more problems:

- The timing was awful. NARDA and the manufacturers had less than a month to develop the campaign and sell it to dealers. The "Post" had about three weeks to prepare and distribute the kits.

- The promotion—geared to double refrigerator sales in November and December—is sloshing through a slow period for refrigeration.

- The selling theme involves trade-ins, and plenty of big dealers—department stores, for example—aren't in the trade-in business.

The promotion has worked. It was a matter of degree. The big manufacturers—General Electric, Westinghouse, Kelvinator, Philco, Hotpoint, Gibson and Whirlpool—had united behind an institutional theme. Only Frigidaire, Amana and Admiral were not taking part.

A prime example of manufacturer cooperation: Westinghouse featured the campaign on its televised election night coverage.

Dealers were generally happy with results.

"I think it's been a success in northwest Ohio," McMullin said at the NARDA meeting. "Our dealers seem to be quite enthused. Even some non-NARDA dealers are using the program."

And from long-time NARDA leader Harry Price of Norfolk, Va.:

"We haven't launched our own promotion yet, but it lends itself to our kind of operation. We always need used merchandise."

Muskegon dealers told the most complete story. They ran their promotion a week ago and could now sit back and tally up the results.

"We had a lot of lookers," said Bill Langlois of Muskegon's Langlois Appliances. "We did fairly well, although not as well as we had hoped. It's the wrong time of year for a refrigeration promotion," he said. "And the economic picture in Muskegon isn't so good. We have a lot of unemployment."

Still, he pointed out, dealers did about twice their normal volume of refrigeration business during the promotion.

It's Now Or Never For The Gift Business

That's what small appliance manufacturers are thinking as the zero hour for sales approaches. Most agree that almost 50% of their business will be done in the next four weeks.

Everybody in the small appliance business—manufacturers, distributors and dealers—agrees that the next weeks will be crucial ones as far as the year's business is concerned. Since small appliances are considered "naturals" as gifts, nearly 50% of the total industry business is done at Christmas.

Manufacturers are hoping that the promotional and advertising plans they mapped out in July will be sufficient to carry them through the season in spite of the general slowness in consumer sales over the past few months.

What zero hour plans have major small appliance dealers, EM Week asked. What do they think will be the best selling items in the industry for Christmas?

Here's what they said:

Sunbeam has no special promotions in the works; advertising that was set up in July for TV and newspapers and consumer magazines will promote the Sunbeam brand image heavily. Certain Sunbeam products (electric clocks for example) are being promoted to dealers in "baker's dozens."

Spokesmen at Sunbeam list shavers, polisher-scrubbers, percolators, mixers and fry-pans as the industry's best bets this Christmas.

Oster Manufacturing Co. is using a booklet of "Holiday Ideas" on everything from food preparation to decorating as a promotion. Customers who clip a coupon from the Oster ads in the November "Reader's Digest" or local newspaper will get a free booklet from the dealer when they take the coupon to the store. Dealers get 100 copies of the booklet with every \$150 order.

Lewyt Vacuum Cleaner Corp. is offering its New York dealers a free case of champagne with every order for a dozen cleaners. Dealers are supposed to give a free bottle to every customer who buys a machine.

All Lewyt dealers are offering their customers a special three-in-one package. For every \$49.95 cleaner he sells, a dealer is authorized to give the customer a free \$3.50 hair dryer attachment and a \$3 air purifier attachment.

Dormeyer isn't planning any last-minute promotions. According to the company vice president, Marvin Allesee, "Our national and local key market advertising are sufficient to carry us through the Christmas season."

Allesee thinks that can openers, electric mixers and hair dryers will be big this year.

Westinghouse is also relying on its initial campaign. "Mistletoe Magic" is the theme of the Westinghouse program and the company is supplying local dealers with small packages of mistletoe that are to be given to customers who see product demonstrations.

Fry-pans, steam irons, and electric can openers will be this year's big sellers, Westinghouse says.

G-E is offering its dealers a fireplace and Santa Claus display for store windows and other display areas. The display is in full color and an old-fashioned sampler over the fireplace tells customers that G-E appliances are "gifts that spread Christmas joy throughout the year." Dealers can get the display and 22 price cards decorated in a Christmas motif from their distributors.

"We don't think we need any last-minute promotions," G-E's M. M. Masterpool emphasized. "Our omnibus advertising campaign is the most comprehensive in the electric housewares industry. From now till Christmas full-page color spreads in the biggest consumer magazines and Sunday supplements will sell our electric housewares."

"Naturally we hope that the whole industry will be hot at Christmas, but we look for the newer appliances to sell best," Masterpool continued. "We think that air purifiers, can openers, and our pencil, knife and scissor sharpener will be big."

"**Dominion** has no plans for any last-minute promotions," said Sheldon Shaffer, sales manager. "We're hoping that our national and local advertising on TV and in newspapers and consumer magazines will do the job."

Dominion is offering dealers free full-color counter cards, window banners and direct mail pieces for assaults on the Christmas market.

Shaffer thinks that can openers, hair dryers, mixers and fry-pans will be hot this year.

Proctor-Silex is going with its original promotional plans. Company officials told EM Week that they "have no plans for any last-minute promotions."

Odds at Proctor-Silex are that this year's hot small appliance items will be steam irons, electric can openers and fry-pans.

"**Toastmaster** has no last-minute stimulants for its Christmas selling program," a company spokesman said.

Can openers, mixers, toasters, hair dryers and fry-pans get the Toastmaster nod as best sellers.

Competition is the key word for Christmas, all small appliance manufacturers agree. Consequently, they're all making bigger outlays for national and local advertising, point-of-purchase display material and direct mail pieces than ever before in their bids for a chunk of the \$7,350,000,000 gift market.

Which Sells In Rockford, Low Price Or Guarantee?

Weise Co., a department store in the Illinois city, is giving a five-year guarantee on the full line of Proctor and Presto housewares and is learning that shoppers seem to prefer the heavily promoted item plus a discount to long guarantees

"We started it last April," home furnishings merchandise manager Ross Caldon explains, "to hang our hats on a couple of lines that were not being price footballed in our area."

The guarantee covers the full Proctor and Presto lines. It includes parts and labor for the five-year period and, according to Caldon, "covers everything due to a malfunction of the item."

Responsibility for the plan is all Weise's. Both manufacturers and the distributor—Arrow of Milwaukee—like the five-year plan, but haven't encouraged it financially. Arrow has been generous with demonstrations and promotions.

But the bills go to Weise Co.

Despite the five-year guarantee, Caldon says results have been "just fair." Proctor and Presto are being outsold by more heavily promoted and discounted brands—G-E and Sunbeam, primarily—though both offer standard one-year guarantees.

Costs have been low, according to Caldon, because "we haven't been in it long enough to run into any servicing problems yet." Caldon hasn't estimated the guarantee costs

per unit over the five-year period, but he's gambling that they'll be low enough to sustain a fairly good profit margin.

Competitors have taken the five-year guarantee with a grain of salt. None has copied the program yet.

Weise Co. seems committed to the long guarantee for now. "We'll continue in the immediate future," says Caldon, "at least until Christmas."

Red Devil Floor Polisher Seeks Broader Outlets

Red Devil had concentrated its floor polisher marketing on paint and hardware stores, but now it's trying to sell to housewares and appliance buyers in department stores and specialty houses and to jobbers in these specific fields

William I. Bechard, sales manager of Red Devil's newly formed appliance and industrial sales division, Union, N.J., told EM Week that it is his job to establish a force of commissioned agents that will have the "know-how" to sell in the general merchandise field.

"Until about three months ago," Bechard explained, "we marketed our polishers almost exclusively through paint and hardware stores."

"The big problem in getting our polisher into department and appliance stores is distribution," Bechard acknowledged. "We've been getting key representation since July, and now have about 60% coverage." Bechard said that the polishers already are being sold in such key stores as J. L. Hudson in Detroit, Strawbridge and Clothier in Philadelphia, and the Bamberger chain in New Jersey.

Distribution isn't the only obstacle that Red Devil faces in its march on the general merchandise field: Price is another.

The low end unit in the five-model twin brush line sells at \$29.95 with no attachments. At \$34.95, two models offer either two sets of brushes and buffing pads or one set of brushes, buffing pads and rug cleaning attachment. Liquid dispensers come into the line on the \$44.95 unit that has all attachments. Top of the line is the all-chrome, \$49.95 deluxe unit.

Bechard says that price could pose a problem when at least three competitors are in the market with \$29.95 machines that have all the attachments included in the price. "Our strategy," says Bechard, "will be to sell quality."



Northwoods Guides Remove Whiskers

A COMMUNITY SHAVE was held by salesmen and district managers of Ward Manufacturing Co., camping trailer maker, after the Boating Trades Show in Chicago. Sunbeam shavers did the job.

REGIONAL ROUND-UP:

Was it a lull before a storm of buying? Or was it more of the same listless business the industry has experienced for months?

EAST . . . CLEVELAND—It looked like the lull before a hoped-for storm was settling on the Cleveland market. Dealers and distributors around town were pretty much in agreement on three things—that sales were slow, that inventories were heavy, and that price was the only promotion.

At suburban Advance Home Center, dealer Jack Lubin said price cutting was really hurting. He admitted sales were "quite a bit" down in November. Lubin blamed it on the general economic picture in the Cleveland area. Unemployment and short work weeks have been dominating the scene in this heavy metalworking center, where many steel workers and auto plant employees have suffered from production cutbacks. Lubin said the Tappan 400 was the best selling item he had in the store and he felt that laundry equipment was continuing to hold its own.

Another dealer, at West End Furniture and Appliance, said shoppers have been coming in thick, "but only the ones who really need to buy are doing any buying."

Distributor sales seemed to be running even with those of last year at this time, reports indicated. Christmas buying wasn't yet a factor.

SOUTH . . . NASHVILLE—Despite three-quarter year figures showing that sales of electric appliances are up, dealers here generally agreed that business was bad.

Every now and then, a dealer responded with a favorable report, but said that only smaller

items would move well during the Christmas holidays—the big ones, he said, aren't bought because they aren't generally given for gifts.

Louis A. Greene, manager of Green Appliance Co., said official reports indicated appliance sales were good. "As for us, we've been ahead of last year. Last month was bad, however. Laundry equipment and ranges are moving best of anything for us right now. TV is off a little," he said.

Greenfield Pitts of Harvey's big department store said he disagreed with reports that the appliance business was up over the country. "I doubt that very much," he said.

"We haven't been doing well in appliances as compared to last year. Last month, however, we went ahead of sales for October, 1959. But since the first of the year, our sales have dropped off in the appliance line."

Spokesmen at Capitol Vacuum & Appliance Store told the same gloomy story.

"Last month was bad for us, and the last three months were about the same as last month. The last three months were about the same as the same three months last year."

MIDWEST . . . KANSAS CITY, MO.

—Appliance-TV dealers here were reporting November sales 6% to 40% off. A major outlet that usually feels the trends first—but declined to be identified—said sales were hitting the midway mark after getting off to a "lousy" start. Spokesmen attributed the trend to the election.

Paul Valenti, sales manager

of Jack Boring Co., said volume was "down a little from last November—about 6%." But he noted a slight pickup in the last few days. "We may come out of it," he said.

At Albert Bell's Midwest Appliance Co., with three stores, Harold Bell, general sales manager, listed a November decline of 35%. He explained it this way:

"It's caused by a construction trades strike (March-August) and the fact that it's also an election year. The strikes took \$1½ million a day out of circulation and money is just not available here to make purchases."

Bruce Magers, vice president of Vesto TV, was sitting pretty with a record of being ahead of last year, month-by-month, except for the first two weeks of November. "The election cut into us," he said, "or something did. Suppliers tell us they are cutting back 10%. I guess a national pinch is on. People have the money and they are looking. I don't know why they are holding off. Savings are high, or I would be worried."

Magers' big item is Magnavox (90% of sales). He also carries RCA, Zenith, Philco and Hoffman.

John E. McDaniel, sales manager of Davidow Furniture & Appliance, said sales were about even for November, but off 40% for the year because of the construction trades strike and the steel strike. "But," he added, "there have been more people in the stores since election day than in the entire last 18 months. They not only are inside, but they are buying. It's

like before the strike." Norge was out in front at Davidow's with refrigerators, and Zenith was leading television sales.

WEST COAST . . . SEATTLE—With few exceptions, November was disappointing for appliance and TV dealers in the Seattle area, and hopes for a strong Christmas season were not bright. Optimists hoped for a pickup in the spring; pessimists were prepared for an even longer wait.

The Frederick & Nelson appliance department was one of the few exceptions. Dave Piper reported the first three weeks of November to be "real good," about 10% ahead of the same period last year. He expected the best Thanksgiving month in at least three years. Refrigerators were his hottest items. Business for the year to date was 14% below last year, however.

Harold Gerke of Gerke's, Inc. had his best month of the year in October and thought he saw a trend. But November was about 10% below last year.

Lib Tufaralo, across the lake in Bellevue, figured he was doing well to stay even with last year. Stereo was dead, but a clearance sale, preparatory to moving into a new store, moved a lot of white goods.

Ware & Hosey's fiscal year ended Sept. 30 with a 10% increase over last year, but October and November spelled a different story—5% to 7% below the same months in 1959. Manager Fred Egge blamed the elections for pre-Nov. 8 quietness, but admitted this didn't explain the lack of business in the last few weeks.

INDUSTRY MEMO

● Plumbing contractors would get a larger share of the existing home market for garbage disposers, under a plan announced by In-Sink-Erator Manufacturing Co. Aim of the company is to recruit more than 10,000 contractors as authorized merchandising display dealers.

● Appliance sales in Canada aren't doing too well, either, according to a spot check made by the "Financial Post." Sales will be down about 8%, according to the prediction. Canadians blamed dumping by U. S. manufacturers as one reason for the sag. Refrigerators, ranges and wringer washers were down about 13%, according to the newspaper.

● It's doubtful that television will meet last year's figures with production off more than 7% at the 45-week period. But radio continued its climb. With Christmas coming and production and sales up, it could be a banner year. Thanks to stereo, phonograph shipments remained up. See Industry Trends, page 22.



The Long And Short Of Television

SCREEN SIZE COMPARISON was one way Raymond Leath of Ward's Television and Appliance, Richmond, promoted recently. That's a \$99 Pilot of 1947 and a 1961 Olympic, \$299. Promotion teamed with "Life." Other ideas, page 1.

THIS WEEK'S COLOR TV

MONDAY (All Times E. S. T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 2 P.M. (NBC) Jan Murray (Monday-Friday)
- 11:15 P.M. (NBC) Jack Paar (Monday-Thursday)

WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Perry Como

THURSDAY

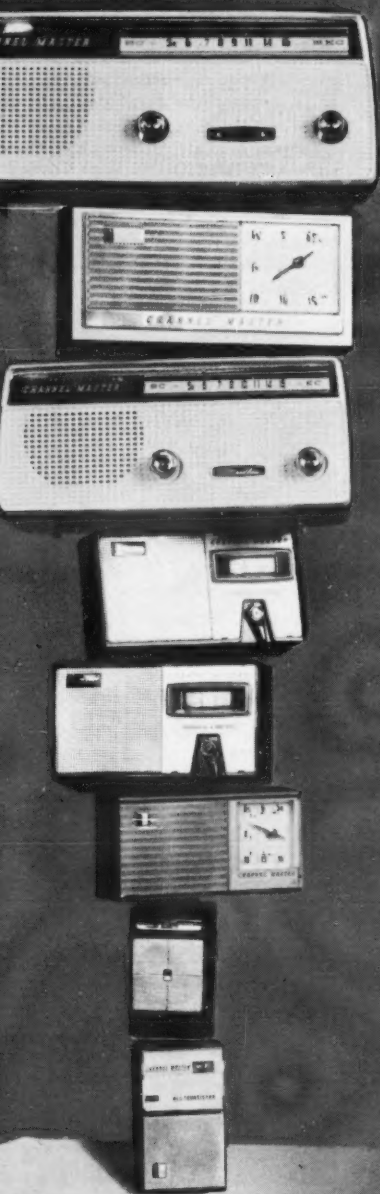
- 9:30 P.M. (NBC) Tenn. Ernie Ford

SATURDAY

- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) King Leonardo
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 6 P.M. (NBC) Meet The Press
- 7 P.M. (NBC) Shirley Temple
- 9 P.M. (NBC) Dinah Shore



CAN'T
HELP
GROWING!

CHRISTMAS TIME...

ANY TIME...

WATCH YOUR SALES

GROW...WATCH

YOUR PROFITS

GROW...WHEN

YOU FEATURE

THE FULL LINE OF

***CHANNEL
MASTER***

TRANSISTOR RADIOS

YOUR GROWTH LINE

A bigger line!
A better line!
The fastest-moving line!
THE TOP MARK-UP LINE!

No wonder Channel Master radios help dealers grow—and keep growing. These sets are miles ahead in performance—miles ahead in satisfaction. Radio customers know it—dealer figures show it.

Channel Master makes a radio for every need and pocketbook... backs up each model with an "Instant Replacement" warranty. Feature the complete selection. See how big your radio business can *really* be!

PEOPLE in the NEWS



Long
of Toastmaster

Toastmaster—Donald R. Long was named merchandise manager of the division of McGraw-Edison Co. It is a new position. Long was associated for 14 years with Ekco Products Co., recently as vice president.

Admiral—Martin Sheridan was

elected vice president-public relations. He had been director of public relations.

Ironrite—Thomas Sterck was named district sales manager for the New York area; Donald S. Hartnett takes over the same post for New England. Clay Armitage was appointed assistant advertising and sales promotion manager.

Westclox—Jorgen von Holstein was promoted to product manager in charge of electric clocks in the division of General Time Corp. He was Chicago regional sales supervisor and succeeds Ronald E. Weaver, who recently was promoted to specialty sales manager.

Northern Electric Co.—John Dyrud was named district sales manager,

Illinois and southern Wisconsin, for the manufacturer of electric blankets.

General Electric—Robert M. Lovell has been appointed manager-press relations for the radio and television divisions. He had been assigned to the television receiver department.

American Concertone, Inc.—Pete Morris was appointed Western division sales manager. John Tait was appointed Eastern sales manager.

Maytag—Ronald J. Peck was promoted to regional manager for Connecticut. He replaces David M. Roush, who became northeastern New Jersey manager. Edward L. Rapier was promoted to marketing specialist in Chicago.

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CARACAS: John Pearson

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CASWELL SPEARE

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GIBSON'S PANAMA *Jet holiday* SWEEPSTAKES

100 ALL-EXPENSE
LUXURY VACATIONS
FOR YOUR PROSPECTS
AND CUSTOMERS!



Again this year, Gibson is offering your customers fabulous Panama Jet Holiday vacations to build traffic and sales for you.

From now through April 30, 100 lucky people who have registered at Gibson Dealers will receive all-expense trips via Braniff El Dorado Jet to the luxurious El Panama Hilton Hotel . . . and every Dealer who registers a winner will also receive a free Jet trip to Panama!

Entry blanks will be available only at Gibson Dealers! Winners will be determined by the Reuben H. Donnelley Corp. National advertising in Parent's Magazine and Good Housekeeping plus the greatest point-of-sale merchandising kit you've ever received will promote the Sweepstakes.

Last season's Hawaiian Jet Holiday Sweepstakes drew hundreds of thousands of prospects to Gibson Dealers. Increased promotion this year will boost entries to the million mark! Get your share of this valuable traffic!

Complete Dealer kits are available from your Gibson Distributor now!

DISCOVER PANAMA

get going...get

Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation

How Dealers Are Promoting

CONTINUED FROM PAGE 1

to keep their names and messages constantly before the public.

In Cambridge, Mass., Norman Cohen, vice president of Lechmere Sales, spoke for the majority of the dealers: "You can't get by with one-shots every once in a while the way you could in the last year or two. This year we find we have to keep our ads and our name constantly before the public to bring them to Lechmere."

In Passaic, N. J., Ed Cimmet, Goldberg's, summed up his—and most other dealers'—plans for this

Christmas. "We won't be doing anything special. We're keeping promotions at the same level all year."

Your Gimmicks Must Be Good

If you're brave enough to try an old-time in-store promotion, it'll have to be a dandy to pull in today's sophisticated customers.

Most dealers in EM Week's survey confessed that they weren't brave enough to try. Only a few admitted staging elaborate pushes in the last few months. And many who tried such pushes said they were disappointed with the results.

Of the few dealers who staged promotions with gimmicks, here are some of the successful ones:

Pieratt's Appliance Land, Lexington, Ky., came up with a real winner

earlier this fall. Using the theme "The Untouchables," Pieratt's rode on the coattails of the popular TV series with newspaper and radio ads of its own. The push averaged \$5,200 on each of the three sale days. And two weeks afterward, customers were still coming in asking to see "Mad Dog," "The Enforcer," and other bargains.

Sessions Discount Center, Dallas, ran a five-day "Discount Derby," featuring such incredible prices as G-E portable mixers, 29¢. Every 30 minutes a horn sounded the start of the "Daily Double," and customers raced for the bargains.

Clem's Furniture and Appliance Store, Artesia, N. M., periodically stages month-long "Lucky Day" pushes. Dealer Glen Clem puts

numbered capsules—28 if the month has 28 days, 30 if it has 30, and so forth—in a fish bowl. When a customer buys and pays for an item, Clem draws a capsule. If the number inside corresponds to the date, he refunds the purchase price.

George Johnston, key Minneapolis dealer, is involved in a long-term push with the local gas company. Kicker is the selling message in his ads: "Because the gas company is paying so much in prizes and spiffs, we don't have to worry about profit."

But the majority of dealers hadn't tried—and didn't plan to try—gimmicks. A Dallas dealer spoke for most of them: "We don't go for unusual gimmicks or giveaways. We just cut price and give them that."



Toshiba Scores With New Radio

With agile press agency ranking alongside the best of Madison Avenue, Toshiba threw the ball at the visiting San Francisco Giants in Tokyo. And the team neatly fielded the Japanese company's new product—a six-transistor radio in the shape of a baseball (shown above with Giant Willie Mays).

Each of the touring Giants received one of the small radio sets from Toshiba.

Designed for baseball fans, the radio can hang on a cord from the listener's neck, or be mounted on a tripod of miniature baseball bats.

Although the Giants are bringing their souvenirs home, the radios probably won't reach the U. S. market for some time. Reason: Toshiba's export quotas have run out.

LETTERS

EM Week welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM Week:

We have included a check for \$5 which we hope will cover airmail postage to New Zealand (for EM Week's ad service).

If you are not prepared to despatch to this country the return of our check would be appreciated.

C. R. Free

Sales Manager

Gurney Electrical Co., Ltd.
Wellington, New Zealand

EM Week's advertising mat service, already requested from every corner of the United States, will soon be on its way to New Zealand.



William H. Day is a respected name in Louisville. And the William H. Day Company is a highly respected and very successful Frigidaire Dealership there. According to Bill, one of the reasons for his success is this...

"Frigidaire gives me ads that work!"

"I'm in the paper twice every week with an ad.

So I need plenty of good, hard-working mats and promotions.

And Frigidaire sends 'em, faithfully, with every change in product or season. You can't beat that!"

We provide dealer advertising and promotion materials that are sound, basic and—above all—flexible! With these, every Frigidaire dealer can easily make up sales campaigns that meet his specific needs, perfectly!



FRIGIDAIRE
DIVISION OF GENERAL MOTORS

REFRIGERATORS • ELECTRIC RANGES • FOOD FREEZERS • HOME LAUNDRY EQUIPMENT
ROOM AIR CONDITIONERS • DISHWASHERS • BUILT-IN RANGES • WATER HEATERS

Staggering Sixty Catches Stereo On The Chin

Now stereo is taking the count. It took a little longer for the sagging sales year to catch up with the stereo business, but today it's going the same route as television

"The TV analogy is absolutely correct, although not to the same degree," confirmed Leonard C. Truesdell, Zenith's executive vice president.

"And it doesn't mean the situation is any less serious," pointed out Marshall Bartlett, General Electric's manager of marketing for stereo. "Because stereo hasn't softened to the degree that television has."

December will be crucial. Always a key period—November and December historically account for 30% of industry volume—this year's December business will decide what sort of year the industry will have, despite big early plusses. And as night follows day, a poor December

will lead to major dumping early next year.

Even now, some dumps are around, but reports are scattered and don't indicate a national trend—yet.

"It doesn't appear that there are dumps sufficient for concern," said Max Zimmer, president of Symphonic Electronic Corp., one of the giants of the portable phonograph business. "Many manufacturers have cut back in production and if there is normal selling activity, as is expected, there should be no surplus of stock."

No one was quite sure about the industry's inventory picture, but George Fezell, general merchandise manager of Magnavox, said, "There's no doubt in my mind that

some inventory is being built up. Some people couldn't cut production back fast enough."

In October, the slide in stereo sales started—a little later than television's—hitting the industry with some force and running through November.

S. R. Herkes, Motorola's vice president for consumer products marketing, struck a balance for the industry when he said: "Our business is good, but not quite up to projections for the past seven weeks."

In September, there was an early tip-off on impending troubles. While the industry was enjoying a 15% increase in retail for the first nine months of the year, retail sales in September dipped below the same 1959 period. The drop was slight—less than 3%—but the slide has continued.

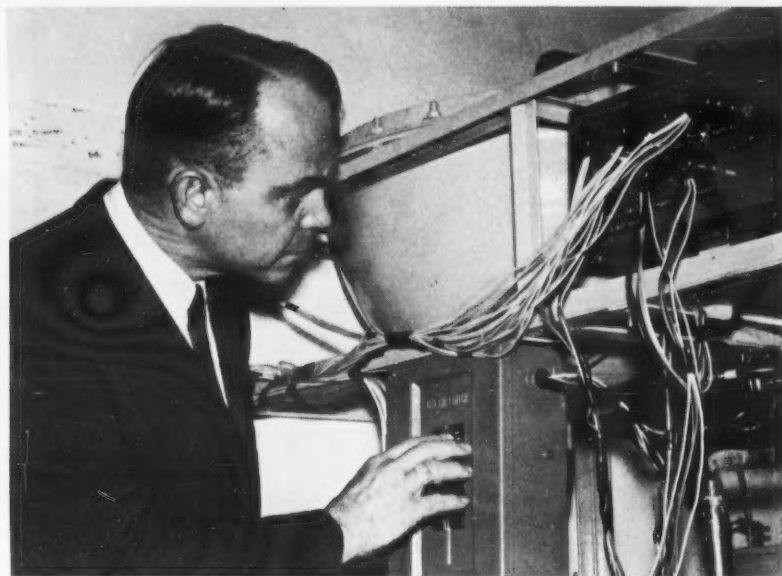
What is selling now? Answers to that question vary, depending on the manufacturer and the length and strength of his line.

In the monophonic area, the \$49.-95 phonograph is holding its own, according to Jack Fretsch of Philco. Other key price spots: \$19.95 and \$59.95.

Stereo starts at \$70 in portables, but there's no consensus on hot price brackets here. James Shallow, president of Columbia Phonograph, pegged the \$70-\$100 area as a hot one.

What's going on in consoles? Again, confusion, but here some manufacturers agreed that a unit with a \$259.95 suggested list was one key area in the total mix. Other key possibilities: \$189.95, \$249.95, \$399.95. And Magnavox, all alone with a combination at \$249.95, has made a strong impression on the entire industry with the success of this model.

Filter Makes Wet Washer A Dry Cleaner



CONVERSION of coin-op washer to a dry cleaner requires this filtration unit which William Mack, a partner in Cleanerama Sales, Inc., is switching on above. Filter cleans the solvent, permitting it to be used over and over again. Cleanerama was organized in Colorado to merchandise the unit.

Standard commercial automatic clothes washers can be converted to coin-operated dry cleaners under a patented filtration system developed by Camerland Colorado, Inc.

Four such washers are used for dry-cleaning units in a coin-operated laundry in Denver, and Camerland said it was ready to begin licensing its filtration system.

The four units in the initial installation are standard washers designed by Duplex International and Frigidaire. Jack Mack, partner in Camerland, said, "Our system can be adapted to almost any brand of clothes washer."

Simple modifications are required, he said. The motor capacity has to be boosted from the usual ½-horsepower to ¾-horsepower, because the solvent is heavier than water. The system uses standard no-flash-point solvents prepared by several chemical manufacturers. Most rubber parts on the washers are replaced with plastic and metal to resist deterioration from the solvent.

The time of the cycling also has to be changed to a fixed 20-minute cycle.

How to filter the solvent so that all clothing is bathed in fresh, clean solvent has been the main obstacle to coin-operated dry-cleaning machines.

The Camerland system answers the problems of filtration, solvent reclamation and maintenance. The system uses diatomaceous earth and activated charcoal to cleanse the solvent between each use. "There are no screens to require periodic cleaning or replacement," Mack said.

Charcoal removes color from the used solvent, which also filters through two metal containers, shaped like kettledrums, partially filled with diatomaceous earth. These remove all foreign matter suspended in the liquid. "This is a foolproof, automatic way for keeping the solvents clean," Mack claimed.

In addition to the coin-operated commercial installations, Mack said, his firm is preparing to license home units. The filter system would be installed and operated similar to soft water treatment service. One appliance would serve both as clothes washer and dry cleaner in the home laundry.

Cleanerama Sales, Inc., has been organized to merchandise the drying-cleaning machines. Mack said Cleanerama will lease the machines for a modest initial charge and monthly rental fees. "We guarantee to replace all installations with the newest equipment as it becomes available," Mack said.

Each of the four machines installed dry cleans 15 pounds of clothing in 20 minutes. After being removed from the machine, the clothes are hung in an air cabinet for 10 minutes to remove the solvent odor. A typical load, Mack said, could be 10 skirts, two suits, two sweaters and a jacket. Most clothing articles are ready to wear without pressing after they are removed from the air cabinet, Mack said.

Charge for 15 pounds of clothing, which is maximum capacity of the machines: Four quarters in the coin slot.



G-E's Middle Model

SPOTLIGHTING the middle rather than the top of its 1961 refrigerator line, General Electric is currently ballyhooing this 13.2-cu.-ft., two-door box with ice ejector and ice cube storage bucket.

MacDonald Wins McGraw Award

N. J. MacDonald, president of Thomas and Betts Co., was one of three men singled out at the annual National Electrical Manufacturers Assn. meeting for recognition under the James J. McGraw Award for Electrical Men. He received a Medal for Cooperation and \$100.

NEMA president for the past year, MacDonald was cited for his "dynamic personal leadership dedicated to the coordination of the efforts of all branches of the electrical industry toward common objectives in the spirit of industry interdependence and service to the public."

Other winners for 1960: J. F. Lincoln, Lincoln Electric Co.; Everett Morss, of the Simplex Wire and Cable Co.

The McGraw awards were established in 1925 by the late James H. McGraw, founder of the McGraw Hill Publishing Co., Inc.



N. J. MacDonald

INTRODUCING THE NEW



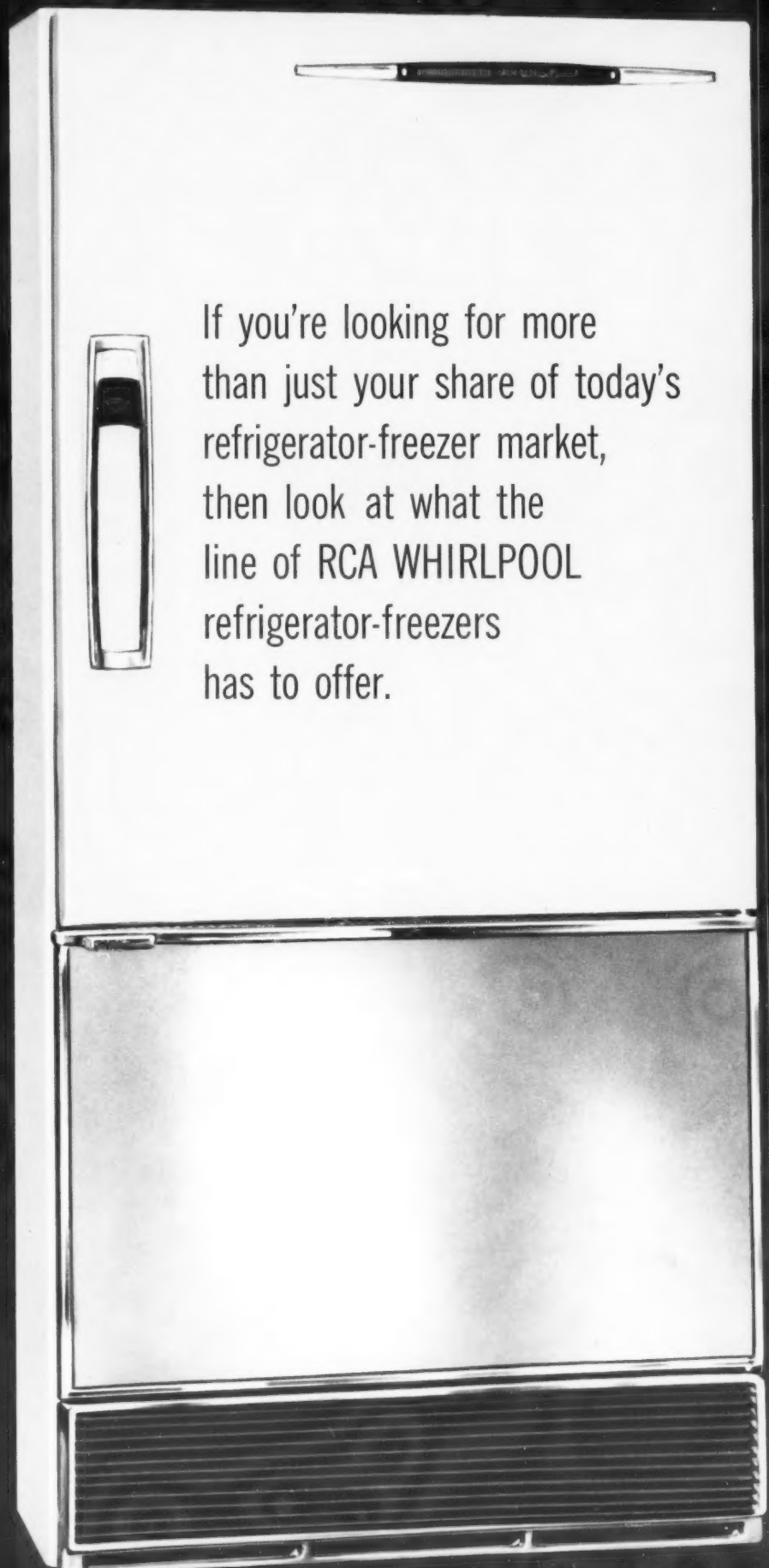
Whirlpool

NO-FROST

REFRIGERATOR-FREEZERS



If you're looking for more than just your share of today's refrigerator-freezer market, then look at what the line of RCA WHIRLPOOL refrigerator-freezers has to offer.



HERE ARE YOUR BIG-PROFIT

The marvelous Mark 61 Model



Total net capacity—15.51 cu. ft.
Freezer capacity—157 lbs.

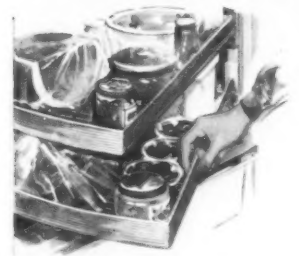
Three wonderful appliances in the space of one . . . a No-Frost refrigerator, a No-Frost freezer and an automatic ice maker. The new slim, trim design fits so snugly it looks built in. No more "hide 'n seek" with food because the shelves swing out. The IceMagic® automatically replaces every ice cube used . . . stores them in new, convenient swing-out bin. Exclusive Jet-Cold* Shelf quick-chills up to 3 times faster than ordinary shelves. Jet-Cold* Meat Chest literally "floats" in a stream of cold air. Keeps meats fresher. Constant cold guards fresh food flavor. Choice of colors. What more could any buyer want?

*Tmk.

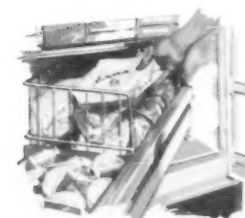
"SALES-CLINCHING" FEATURES



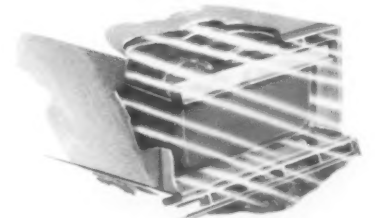
Exclusive IceMagic . . .
automatic ice maker.



Swing-Out Shelves . . .
bring food to you.



Freezer Swing-Out Basket . . .
swings food out front.



Jet-Cold Meat Chest . . .
maintains ideal meat temperature.

Turn the page for new models of RCA WHIRLPOOL refrigerator-freezer

TOP-OF-THE-LINE" MODELS!

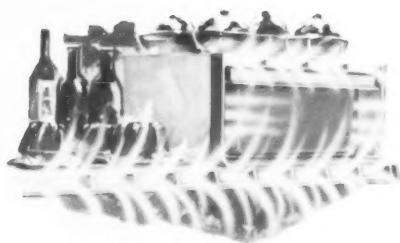
The Imperial Model HI-16B

It's big in capacity, big in performance, big in work-saving convenience and big in your profit column. It's big, but not bulky. New thin-wall design with "live-coil" insulation is more compact, more efficient; permits thinner walls—more food storage space inside, less floor space outside. An abundance of space in both the refrigerator and freezer doors. Half-gallon milk cartons store easily. Freezer door holds up to 30 average-size frozen food packages. There's a glide-out freezer shelf and Baskette . . . also a separate freezer control. And no troublesome frost forms in either the freezer or refrigerator. Choice of colors.



Total net capacity—15.6 cu. ft.
Freezer capacity—160 lbs.

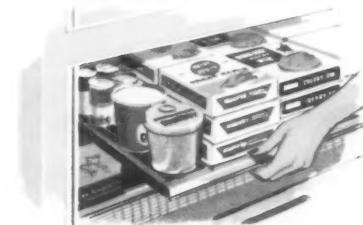
THAT GIVE YOU MORE TO SELL!



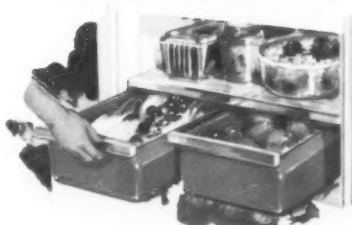
Jet-Cold Shelf . . .
quick chills up to 3 times faster.



No-Frost Even in Freezer . . .
no objectionable frost build up.



Freezer Glide-Out Shelf . . .
makes it easy to find food.



Moisture-Retaining Twin Crispers . . .
hold a bushel of produce.

Designed to make you more money in the high-volume, middle market . . .



NOW!...HIGHER-VOLUME PROFITS REFRIGERATOR-FREEZER IN

No troublesome frost ever forms in either the freezer or refrigerator in these
NEW IMPERIAL Models...



**Bottom-mounted freezer
with big capacity!
No-Frost Imperial
MODEL HI-14B**

Huge 13.6 cu. ft. capacity including 149-lb. frozen food storage. Has glide-out freezer shelf and Basket that brings food to you. Features quick-chilling Jet-Cold Shelf and flush-all-around, squared-up styling. Separately-controlled freezer and refrigerator make it two appliances in one. Choice of exterior colors.

**Top-mounted freezer
for the big family!
No-Frost Imperial
MODEL HI-14T**

Extra-large 13.7 cu. ft. capacity including 101-lb. "zero-degree" freezer. Built-in, flush-all-around styling. Features Activated Cold; Constant-Cold Reserve; built-in butter keeper; cheese and snack bins; glide-out shelves and separately-controlled freezer and refrigerator. Choice of exterior colors.



**The feature-packed
No-Frost Imperial
MODEL HI-12T**

Huge 101-lb. freezer for the family who wants a big freezer in a 12 cu. ft. refrigerator. Features No-Frost freezer and refrigerator that end objectionable defrosting mess. Activated Cold and Constant-Cold Reserve preserve and guard food flavor with constant cold. Cold recovery in the refrigerator is super-quick because frigid air is rushed from the Cold Reserve the instant extra cooling is needed.



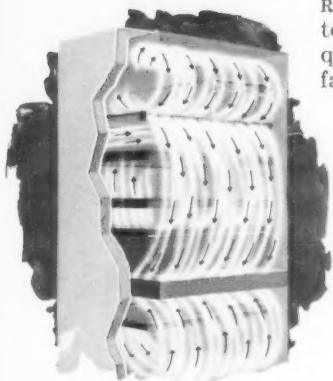
...and on the next page are RC

WITH RCA WHIRLPOOL NO-FROST THE "MIDDLE" MARKETS!

These are the middle-market models that give you your highest volume. Their step-up features were scientifically planned to give you a strong and logical step-up story.

Features in the No-Frost Imperial models that shout "exceptional quality"...

Advanced styling, quality performance, beauty and dependability, the RCA WHIRLPOOL Imperial model refrigerator-freezers also have the features that quickly influence buying decisions in their favor:



Constant-Cold Reserve

The instant extra cooling is needed in the refrigerator, frigid cold air is immediately rushed in from the Constant-Cold Reserve.



No-Frost Even in the Freezer

Relieves your customers of messy defrosting chores. Bothersome frost never builds up to "steal" storage or obliterate labels.



Twin Sealed Crisprs

Special humidity-retaining seal helps lock in moisture and freshness. They hold a full bushel—enough to last an average family of four for a week.



Glide-Out Shelves

They bring the food to you and slide easily on lifetime glides. Backguard rail keeps food in place. Stops prevent shelves from pulling out too far.

Big and beautiful...priced within "young" budgets!



12 cu. ft. Supreme MODEL HS-12T with Automatic Defrost Fresh-Food Storage

Spacious 12.1 cu. ft. capacity with 107-lb. "zero-degree" freezer. Two big appliances in one, it features automatic defrost fresh food storage; glide-out shelf; bushel-size twin crispers; super-storage door with built-in butter keeper and cheese bin. It has the custom built-in look with thin-wall design.

WHIRLPOOL refrigerator-freezer models for families on limited budgets.

TO INCREASE YOUR SALES T

Big 12.6 cu. ft. net capacity model
at a limited-budget price!



CUSTOM MODEL HC-13

87.1-lb. frozen-food storage with custom built-in look. Everything is big but the price. Over 10 cu. ft. for fresh-food storage. It's big in practical features too, with full-width freezer and chiller tray, summer-winter cold control, super-storage door, big-capacity crisper and the exclusive Million-Magnet door.

Here's true WHIRLPOOL quality
at a low, low price!

The economy priced CUSTOM MODEL HC-11

Fits space only 26" wide . . . 60.6-lb. frozen-food storage. With this compact refrigerator there is family-size storage capacity in limited space. May be installed flush to wall at sides. There's 10.51 cu. ft. of net food storage, thanks to new thin-wall design. Smart, squared-up styling gives the appearance of luxury in this low-priced refrigerator. It is also available at a lesser price, but without full-width crisper in Model HD-11.



They have the trim,
squared-up look of a
built-in . . . without the expense!

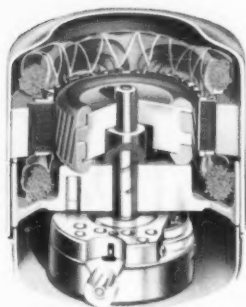
Built-in architectural styling fits flush on the sides. Flush hinges enable the refrigerator to be placed anywhere . . . in a corner, next to walls or cabinets.

MODEST-INCOME FAMILIES...

Here are the budget models in the new line of RCA WHIRLPOOL refrigerator-freezers. The models for other markets have been shown on the preceding pages. Each is specifically designed to attract and sell every segment of your trade. Each offers excellent step-up opportunities, and every model embodies exceptional features which we believe to be the finest in their respective categories.

The entire line is supported by a comprehensive national advertising and merchandising campaign that helps you sell by pre-selling your customers before they enter your store. Investigate this line if you're looking for more than just your share of the 4,000,000 refrigerator-freezers expected to be sold next year.

Quality features ordinarily found in only higher-priced refrigerator-freezers...

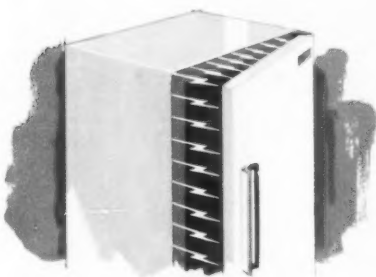


Advanced-design refrigerating systems

This advanced-design refrigerating system has proved its dependable quality millions of times in practically every type of climate. Hermetically sealed in steel, it never needs oiling... and it's mounted for quiet, vibration-free, long-life operation.

Million-Magnet* doors

A "million" permanently-magnetized particles are sealed in the continuous Vinyl gasket to help form a tight seal all around, yet doors open with the slightest pull. Eliminates the bother of old-fashioned latches.



...and included are these impressive eye-openers

New thin-wall design

New "live-coil" insulation is more compact, more efficient; permits thinner walls... more food storage space inside, less floor space outside.

Full-width freezers

Keep food frozen for weeks. Aluminum liner cools effectively and quickly. Full-width chiller tray is ideal for quick-chilling or storing of fresh meats.

Super-storage doors

Put more food out front for accessibility. Plenty of room for tall bottles and containers. Egg storage and one-pound butter compartment.

Full-width crispers

Help seal in humidity to keep fruits and vegetables fresh and crisp longer. Hold over half a bushel. Rust-resistant, porcelain-enameled finish for quick cleaning.

*Tmk.

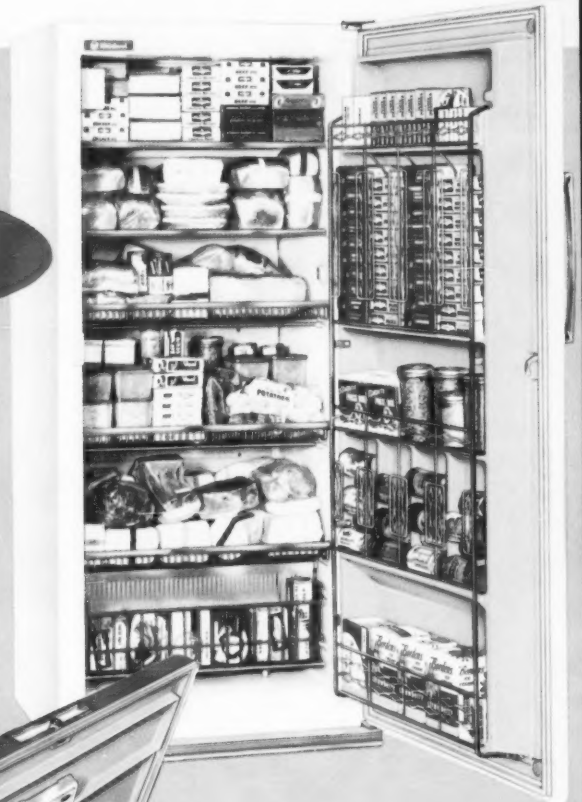
**NOW...LOOK AT THE SPARKLING NEW
RCA WHIRLPOOL FOOD FREEZERS THAT
WILL HELP YOU SELL A HIGHER PERCENTAGE
OF THIS RAPIDLY-GROWING MARKET...**

FREEZERS YOU SELL CONFIDENTLY!

These are the top-quality freezers busy homemakers want . . . the freezers with special convenience features to meet the requirements of active, growing families. There is a complete line of RCA WHIRLPOOL freezers in all sizes, from 368- to 740-lb. capacity, upright and chest models. And, they are sensibly priced for easy selling.

No-Frost Uprights

- No objectionable frost build-up.
- Handi-Spense* door.
- Easy-gliding shelves
- Roomy package bins
- Built-in package dispensers.
- Million-Magnet door.



Fast-Freeze Chests

- Seven prime freezing surfaces.
- Fast Freeze Fan.
- Freeze 'N Store* shelf.
- Slide 'N Store basket.
- Easily accessible defrost drain.



*Tmk.



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION, St. Joseph, Michigan

Use of trademarks NAE and RCA authorized by trademark owner Radio Corporation of America

Join up! . . . it's easier to sell RCA WHIRLPOOL
than sell against it!



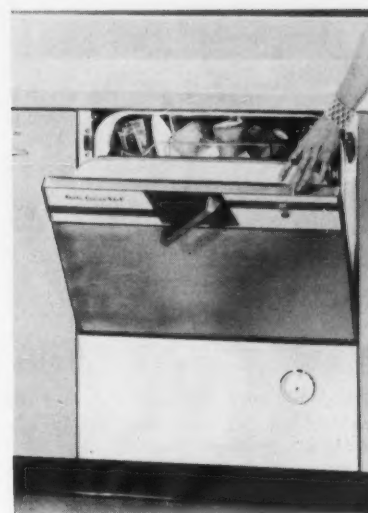
NEW PRODUCTS

FEATURES THIS WEEK

Dishwashers by KitchenAid and Waste King • General Electric portable polisher • Webcor stereo fonograf consoles



SUPERBA VARI-CYCLE



IMPERIAL BUILT-IN

KITCHENAID Announces Dishwasher Series

Three all-new series of KitchenAid dishwashers, Superba, Imperial and Custom, are announced. (This is the first time KitchenAid has offered more than 1 series in its line of built-in dishwashers. Each of the 3 series will be offered in a variety of models and exterior finishes, also as under-counter built-ins, convertibles, portables and dishwasher-sink.

Top-of-line Superba VariCycle and Imperial are new in appearance with a completely re-designed control panel finished in 2 shades of beige, a wide latch chrome handle, a new wide-width door. Custom, the economy model, has a distinctive look of its own.

Superba has 3 cycles: "rinse and hold," "full," and "utility and utensil." It can also be regulated manually for plate warming, repeating, shortening and skipping any cycle phase.

"Rinse and hold" offers economy of operation by eliminating need for putting a few items through full cycle. Small loads now can be rinsed and held for later washing. This cycle consists of a power rinse to remove loose food particles; no detergent is used and no drying; dishes remain "damp" stored for later wash and drying.

"Utility and utensil" cycle is for cooking utensils and utility items needing extra soak. It consists of complete wash and rinses with a shorter drying time.

"Full cycle" does a complete wash and dry job automatically. Fresh water is introduced into wash chamber 5 times in a washing action that includes a choice of power pre-rinse or pre-wash, an 8-min. power wash, 3 separate rinses, plus flo-thru drying. **Increased capacity** is built into all

models: Superba and Imperial have service for 12, Custom for 10.

Superba and Imperial series feature a 2-position upper rack, newly designed independent lower rack; 4 adjustable hinged dividers in upper rack for 16 loading arrangements.

A dual-detergent dispenser and automatic wetting agent injector are other features. The detergent cup permits choice of extra power wash depending on amount of soil in load: for pre-rinse only 1/2 the cup is filled; for double wash both halves are filled.

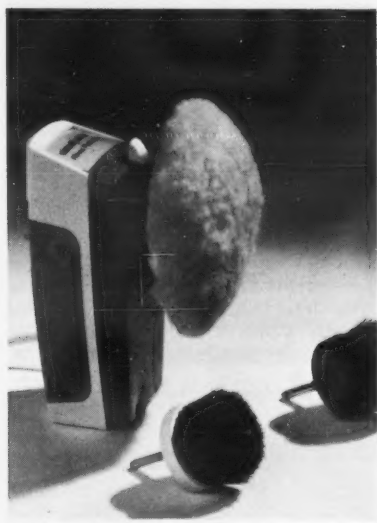
Wetting agent injector, standard on Superba, optional on Imperial and Custom, automatically injects rinse agent during final power rinse, causing water to "sheet off" during drying, producing spotless china and glassware.

The balanced metal power wash arm is improved and produces walls of water that penetrate every corner of upper and lower racks.

Other features are a safety door switch; dual pump-out system; improved evaporation strip; quieter operation; all-porcelain, self-cleaning interiors; easy servicing; built-in power reset drive; flo-thru drying system; stainless steel filters guard against re-deposition of food particles.

Models are available in white, stainless steel, antique copper; woodhue coppertone; unfinished white birch for local finish; and unfinished metal panels. Dishwashers can also be shipped without fronts to simplify dealer inventory problems.

Prices, from \$289.95 for white with gravity drain, to \$360 for Superba VariCycle. Other front finishes and pump drain extra. **KitchenAid Home Dishwasher Div., The Hobart Mfg. Co., Troy, O.**



GENERAL ELECTRIC Home Polisher

No. HP-1, home polisher, designed to shine and buff shoes, polish furniture and appliances, clean and polish windows is announced by General Electric Co.

It has a beige and brown plastic case with leather-like, easy-to-clean vinyl trim, polyethylene hand strap; comes equipped with 2 horse hair brushes for shoes, washable lambs wool buffing bonnet for furniture, woodwork, paneling etc., and a buffer wheel. It has an "on-off" button, push-button ejector removes attachments. It has an 8-ft. cordset, hangs on wall, and is packed in a caddy carton for storing together; the unit weighs less than 2 1/2 lbs.

Price, \$19.95. **General Electric Co., Housewares Div., Bridgeport, Conn.**

Pentron Recorder

Pentron's AR-62 Astra-Sonic II recorder features a new "Pentrodyne" flywheel assembly, piano key push-button control system, hand-wired low-distortion amplifier, plus a transformer power supply. It uses a professional quality Nortronics 1/4 track stereo head for playback of all 2- and 4-track recorded tapes without mechanically changing the head position. The speakers (a 4x6-in. with coaxial tweeter speaker and a 4-in. round speaker) are front mounted in a leatherette covered wood cabinet, baffled for tone quality.

Exterior finish is fawn gray with a darker french gray; pushbutton controlled deck uses combinations of off-white, gray and charcoal to blend with exterior styling.

Frequency response is 40-15,000 cps

@ 7 1/2 ips and 40-12,000 cps @ 3 3/4 ips; 8w peak power output; electron beam record level indicator; pause control level; automatic shutoff; index counter; -45db signal to noise ratio; weight, 19 lbs.

Prices, monophonic, \$189.95, stereo \$219.95. **Pentron Sales Co., Inc., 777 S. Tripp Ave., Chicago 24.**



WASTE KING Portable Dishwasher

Waste King announces a low price portable dishwasher-dryer, Custom. It is 34 in. high, 23 1/2 in. wide and 26 1/2 in. deep for easy storing; non-marking 2-in. casters provide easy moveability.

Entire pump and motor system is cradled in rubber for quiet operation. It has a 45-min. cycle which includes a flushout, a wash, 2 power rinses and an electrically heated drying cycle.

Water from the stainless steel distributor arm is propelled into all corners of upper and lower baskets by water pump driven by 3600 rpm motor with a 3-in. polypropylene impeller. Tilttable upper side baskets provide access to lower basket which has extra-wide spacing between fin-

gers for more water penetration, and is designed to hold 12-in. dinner plate.

A flat screen adjacent to pump serves as an intake filter for food-waste particles, fibres etc.; a food scrap basket, accessible for periodic cleaning prevents large scraps from going down drain. The 40-in. water intake and exhaust hoses molded into an integral pair pull out from a recessed side compartment; water connection may be pushed onto any conventional faucet with 1 hand. Rear mounted power cord, double-looped with a plug near the top for easy accessibility, has a strain relief protecting the cord where it comes through the tank at bottom. Heat- and abrasion-resistant white exterior; plastic laminate top is available for factory or field installation.

Price, \$229.95. **Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.**



SKUTTLE Humidifier

No. 70 return air humidifier, a centrifugal atomizing unit, discharges a fine vapor into dry air. Wired in parallel with blower motor in series with fan switch. Has daily capacity of 4 gal. water, to adequately humidify average small home without wetting heating system, stainless steel and aluminum, complete with installation instructions. **Skuttle Mfg. Co., Milford, Mich.**



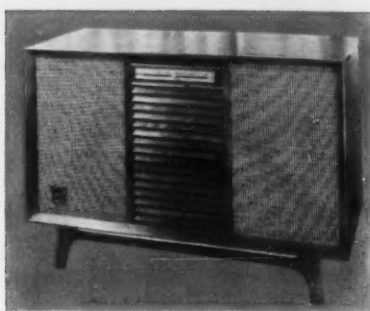


EARLY AMERICAN NO. 1068-21

WEBCOR Stereo Consoles

Webcor's 1068 Moderne stereofonic chassis is being introduced in 2 newly designed, custom-crafted cabinets:

Early American No. 1068-21 in cherrywood finish on solid maple and Danish Moderne No. 1068-31, oiled



DANISH MODERNE NO. 1068-31

natural hand-rubbed walnut furniture design with louvers.

The 1068 chassis available in these 2 new designs and a variety of other models has a frequency range of 40 to 15,000 cycles, a 3w dual-channel amplifier and 5 oval speakers which create full, 3-channel sound. Webcor

does this by creating a 3rd stereo channel in its fonographs. The bass frequency distribution system electronically feeds all low frequency bass notes from both channels of a stereo record to the large 10-in. bass woofer speaker mounted in the center of sound chamber. This fills the space between channels 1 and 2 in standard stereo system to give perfect bass direction and separation. Channel 1 and 2 sound is separated to give dimensional stereo effect by 2 6-in. mid-range speakers and 2 4-in. tweeters with crossover network. All are available with FM, AM or AM-FM stereo radio combinations; diamond LP stylus, 4-speed automatic shutoff diskchanger, dual-gang volume, treble and bass controls, external stereo speaker and amplifier jacks. Prices, \$299.95. Webcor Inc., 5610 W. Bloomingdale, Chicago.

BRIEFS



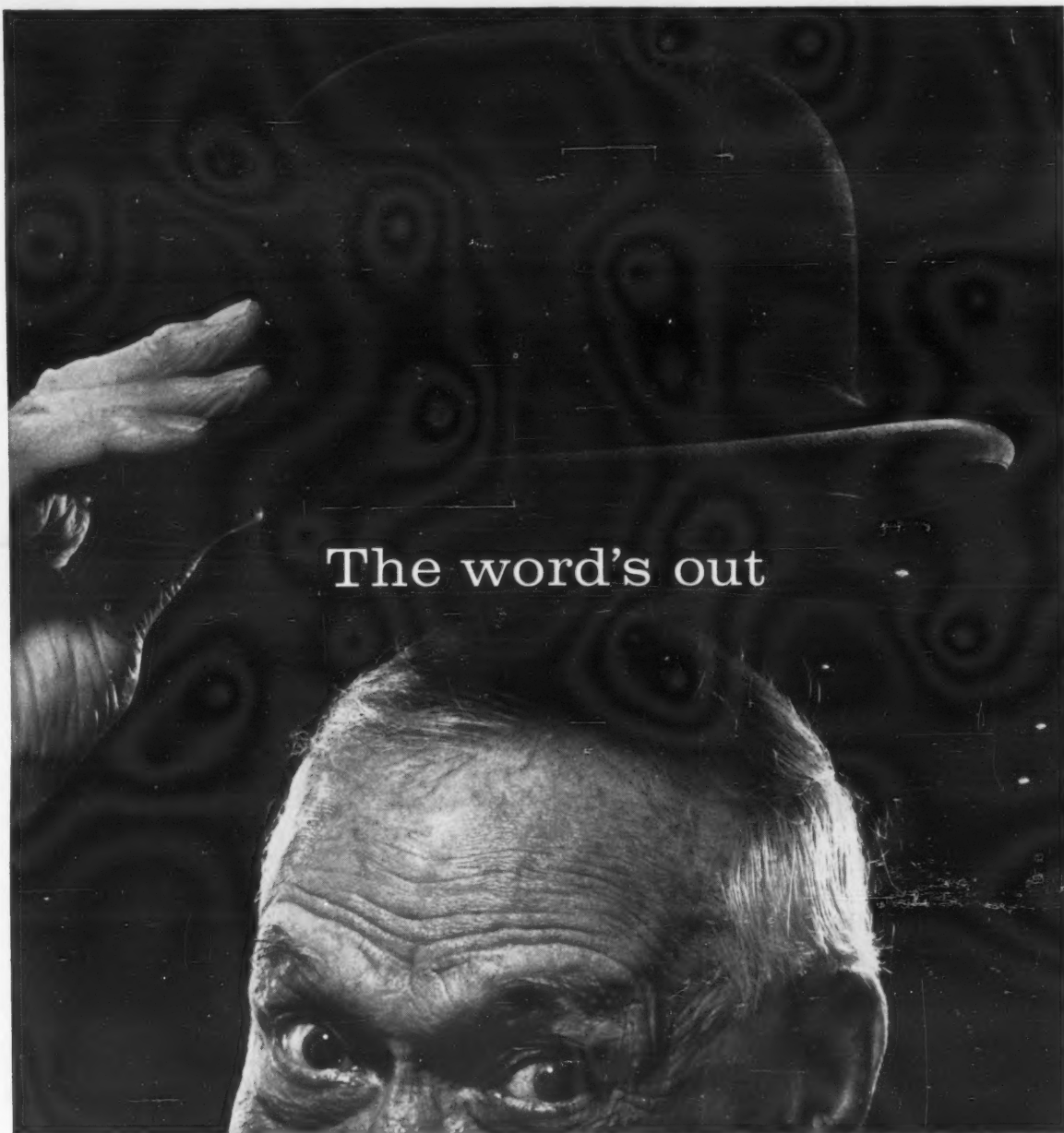
A rechargeable flashlight battery cartridge, the Gould NICAD, fits all "D" 2-cell flashlights, has a removable cap which permits recharging in any ac 110v outlet. Of nickel cadmium, NICAD batteries are hermetically sealed, they recharge to full capacity in 14 hrs. and give a brighter light. The manufacturer claims a minimum of 250 recharging cycles. Gould-National Batteries Inc., NICAD Div., St. Paul 1, Minn.

Robins Syl-A-Scope is claimed to be the first reliable method for checking stylus wear. It provides accurate examination by magnifying the contours of a stylus and reflecting the image upon a large illuminated screen. It can be used without removing the stylus or the cartridge from the tone arm. The "Professional," No. SG-66, has been designed for the serviceman, studios and serious record collectors, or for those whose professions require precise examination of small parts, tools or instruments. Price, \$19.95. Robins Industries Corp., Flushing, N. Y.



Light Command "Magic Eye" post, M-923, features traditional lantern design and turns on automatically at sunset, off at sunrise. Clear beveled glass panels, in solid brass trim. A shade 10 in. square fits on post 18 3/4 in. high; a 150w bulb is recommended. In 4 finishes: polished solid brass, weathered solid brass, black or white on brass. The Light Command "Magic Eye" can also be purchased separately as a wall bracket control (M-930). It features hermetically sealed photoelectric cell in weather-tight enclosure. Can also be controlled by regular switch. Thomas Industries Inc., Moe Light Div., 207 E. Broadway, Louisville 2, Kentucky.

A Stereocraft equipment cabinet is announced by Twentieth Century. The new unit, No. 930, is designed to provide a setting for a complete hi-fi system. Low-boy styled and compact, it provides available space for a record changer or turntable in a lift-top compartment with room for a tuner, amplifier and record storage. Of 3/4-in. selected birch veneers, the unit is engineered to provide correct component spacing. A vented back panel provides continuous air circulation and removal of heat generated by components. Comes completely assembled, smooth-sanded on all surfaces, ready for finishing; 36 in. wide, 29 1/2 in. high including 5-in. legs with brass ferrules, 17 in. deep. Price, \$49.95. Twentieth Century Woodworking, Inc., 79 Clifton Place, Brooklyn 38.



The word's out

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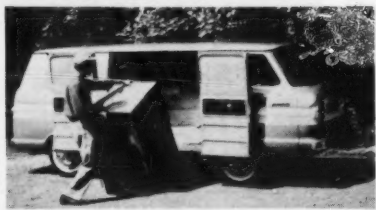
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DECORATIVE ACCESSORIES • LAMPS & LIGHTING FIXTURES • WALLPAPER
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Attend the International Home Furnishings Market, January 6-14.

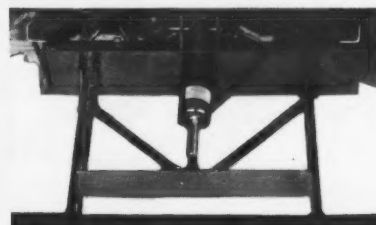


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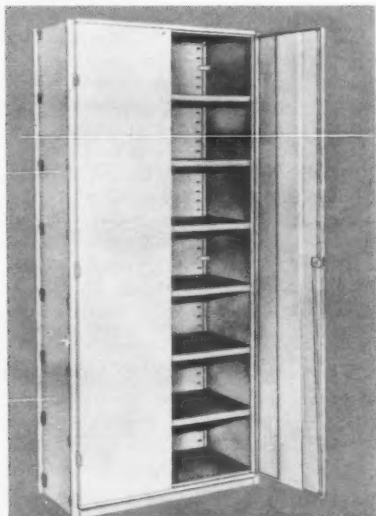


Chevrolet's "Corvair 95" is a new series of 95-in. wheelbase light-duty trucks consisting of a panel delivery and 2 pickup models. One of the pickups features a swing-down, side loading ramp. The new vehicles are powered by a rear mounted Corvair horizontally opposed, 145-cu.-in. 80-hp, 6-cylinder, aluminum, air cooled engine designed for regular grade gasoline. A 3-speed synchromesh transmission is standard, with 4-speed synchromesh and automatic transmissions optional. Each truck is less than 15 ft. long. The Corvan panel delivery is 70 in. wide with 191-cu.-ft. cargo space. **Chevrolet Motor Div., General Motors Corp., Detroit 2.**



Maxon Mfg. Co. announces the addition of 2 low-priced lift gates designed especially for the appliance dealer. These appliance lifts fit all popular model pickup trucks. A feature is special conversion kit providing for the easy conversion of manual lifts to full electric hydraulic power at any time after purchase. Simple in design, there are no sprockets, pulleys, gears or other small parts. **Prices** start at \$159 for manually operated hydraulic model. Comes in 2 capacities, 600 and 900 lbs. **Maxon Mfg. Co., Dept. M. 4401 S. Alameda, Los Angeles 58.**

Closed steel shelving with lockable doors is announced by Penco Div. Alan Wood Steel Co. These 5-T series units are suitable for safe storage of tools, parts, costly materials and merchandise. They are 36 in. wide, 89 in. high with shelves 12, 18 or 24 in. deep. The standard starting section contains 8 shelves. Heavy gauge steel doors are reinforced to prevent sagging; latches engage at 3 points for maximum security; chrome-plated door handle has a built-in grooved key lock. **Penco Div., Alan Wood Steel Co., 200 Brower Ave., Oaks, Pa.**



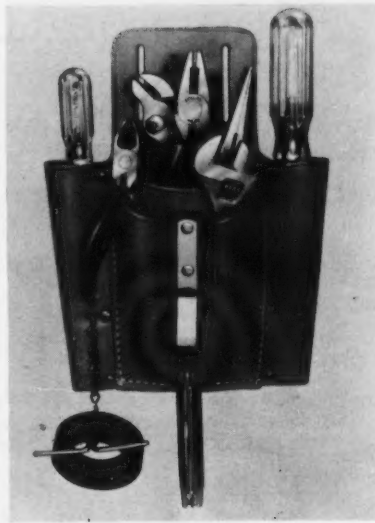
Three delivery trucks are announced by Dodge, P-300, P-200 and D-500. P-300 forward-control unit combines economical cost of operation with easy maneuverability and generous payload space. Available in wheelbases of 104, 125 and 137 in., it features a new 140-hp, 225-cu.-in. inclined 6-cylinder engine.



P-200 is a compact forward-control unit for delivery in congested urban areas; 104-in. wheelbase; 140-hp or 101-hp slanted 6-cylinder engine.

D-500, designed for short hauls and city traffic features a 125-hp, 6-cylinder engine with a displacement of 251 cu. in. **Dodge Motor Corp., Detroit 31.**

Xcelite has added a new saddle leather hip holster to its line featuring an electrical tape holder, knife clip and 5 tool pockets. It is designed to carry a variety of wrenches, screwdrivers, pliers and other tools for installation and repair of electronic and electrical equipment. It also features a comfortable, hip-contoured back, hot-waxed stitching, brass riveting and pliable belt slots. Available in natural cowhide finish. **Xcelite Inc., Orchard Park, N. Y.**



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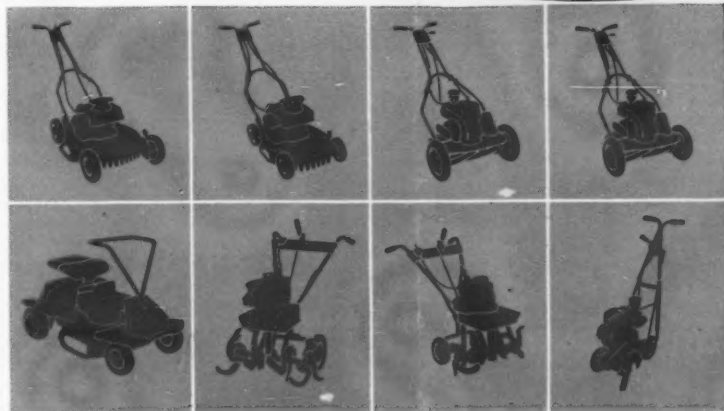
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Tax roundup: Here's a quick look at some recent and not-quite-so-recent but newly applicable tax developments:

• If you made any political contributions during the campaign months, they are not deductible on your income tax return. What's more, they may be subject to a gift tax. When? When they exceed the gift-tax exemption of \$3,000 for an individual or \$6,000 for a couple per year. There's a way out, though, if you made a contribution exceeding those amounts: Spread your contribution among committees or other groups supporting your particular candidate.

• If you're interested in investing relatively small amounts in mortgage or real estate, you get a break on taxes. From now on, you should be able to buy shares in real estate investment companies, the same way that people now can invest in stocks and bonds through mutual funds. Under a new rule, real estate investment companies get the same tax exemption on distributed earnings that ordinary mutual funds now enjoy.

• If an official of your company dies, you probably can get an income tax deduction for your company for payments made to the man's widow for six months after his death. The Tax Court upheld such a deduction in a case where the court found that the payments were intended in part as compensation for past services, in part to show gratitude for those services and in part to help support the widow.

• If you're wondering how the deductions you list on your income tax return stack up against the average, here's a list from the Research Institute of America that gives some of those averages.

For the \$5,000 to \$10,000 income group: \$245 for charity, \$364 for interest, \$321 for taxes, \$306 for medical, \$410 for miscellaneous, or a total of \$1,644.

For the \$10,001 to \$15,000 group, in the same order: \$428, \$544, \$572, \$516, \$520 and \$2,580.

For the \$15,001 to \$20,000 group: \$601, \$654, \$804, \$768, \$635 and \$3,462.

For the \$20,001 to \$25,000 group: \$771, \$753, \$1,035, \$982, \$730 and \$4,181.

For the \$25,001 to \$50,000 group: \$1,137, \$1,036, \$1,468, \$1,184, \$980 and \$5,805.

One warning from both RIA and IRS: Don't play percentages with these averages. Tax return examiners develop a sixth sense that makes them pause over some returns that look perfectly innocent to the layman's eye.

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Do you have migraine headaches? A report in the Journal of the American Medical Assn. says two out of three migraine sufferers could be "greatly helped" by insight into the factors in their lives which may cause the headaches.

What about tranquilizers? They've proved of little value, the report says, adding, "Patients with migraine, who appear to have a great need for activity and accomplishment are extremely reluctant to 'give in' to the sedative effects of these agents."

The AMA report's suggestion for treatment: Physicians should take time to talk to the patient, have him recognize those factors in his life which may be causing him to go in the wrong direction or at the wrong pace.



"You mean you're the only one in the state who sold 25 of our color sets?"

BROCKWELL says



How To Lick Those Peaks And Valleys In Service

Haven't you sometimes wished you had one or more additional repairmen to help cut down an overwhelming accumulation of service calls and then one morning a week or so later wondered where you'd scrape up enough work to keep one serviceman awake?

Although changes in demand for service are generally regarded as unpredictable—and rarely do they coincide with any other business trend—I have learned from experience that marked changes occur in certain seasons.

Take Christmas and Easter, for example. There is always a chance of a sharp decline in the demand for repairs on home laundry equipment, vacuum cleaners, and on some of the small appliances from Christmas to New Year's and during Holy Week. Why? Two reasons make sense to me: (1) Most homemakers will clean the house and launder everything launderable in it immediately before Christmas and Easter so they can have some additional free time during those holidays—and an appliance failure is discovered, of course, only when the thing is in use; and (2) most wage earners are not inclined to spend their money for repairs at Christmas and Easter.

What can you do during seasonal slumps?

Why not discuss with your serviceman the possibility of his taking at least a part of his vacation during one of the slack seasons.

Or, your serviceman can utilize occasional nonproductive time to tidy up his equipment.

But if you feel your serviceman has too many short workdays, some inexpensive promotion might help to provide the general increase in volume your service department needs. If you are not presently using newspaper advertising to promote service, it might be a good idea to run a few lines of classified every day. Only daily appearances are effective for promoting service; so think twice before you consider using expensive display space for this purpose.

Too much work, however, can be just as troublesome as too little. And here, too, seasonal factors play a role.

For example, while the Christmas and Easter weeks may be slow for service, the period immediately before and after these holidays may produce exceptionally heavy volume. That's because appliances are apt to get particularly heavy usage during these periods.

For the same reason—a switch from moderate to heavy use—a sudden increase in demand for refrigeration service usually can be expected in Temperate Zones when the first really hot spell of a summer hits the area.

How to handle overloads? Overtime work will take care of the moderate and infrequent service department peaks.

But if you are forever faced with the problem of having more work than your present service personnel can handle but not enough to warrant hiring another full-time mechanic, you might consider employing a part-time serviceman to take care of the overflow.

Finding such a man in some rural districts may take some doing. In industrial areas, though, there are usually many four-to-midnight shift workers who are eager to land a spare-time job even if it offers no more than three or four half-days of work a week.

ABOUT THE AUTHOR—P. T. Brockwell's name is a familiar one to the readers of EM Week. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted by the McGraw-Hill Book Co.

ELECTRICAL MERCHANDISING WEEK

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A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (Jun: 1960 vs. June 1959)
RETAIL SALES total (\$ billions)	18.5	18.0	18.3	1.1% up (Sept. 1960 vs. Sept. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	313	317	359	12.8% down (Sept. 1960 vs. Sept. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	278	277	288	3.4% down (Sept. 1960 vs. Sept. 1959)
FAILURES of appliance-radio-TV dealers	19	31	33	42.4% down (Sept. 1960 vs. Sept. 1959)
HOUSING STARTS (thousands)	109.9	102.3	123.3	10.8% down (Oct. 1960 vs. Oct. 1959)
AUTO OUTPUT (thousands)	142.5**	145.5**	64.2**	121.9% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.5	354.1	338.5	5.6% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	29.0	25.2	22.5	28.8% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
EMPLOYMENT (thousands)	67,490	67,767	66,831	1.0% up (Oct. 1960 vs. Oct. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending November 12, 1960 and preceding week (revised).

+ Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Sept.	56,500	55,100	+ 2.54
	9 Mos.	420,500	373,900	+12.46
DRYERS, Clothes, Electric	Sept.	106,130	115,151	- 7.83
	9 Mos.	538,380	609,043	-11.60
Gas.....	Sept.	59,378	59,409	- .05
	9 Mos.	287,424	301,383	- 4.63
FOOD WASTE DISPOSERS	Sept.	72,800	84,200	-13.54
	9 Mos.	555,200	560,600	- .96
FREEZERS	Sept.	91,700	101,700	- 9.83
	9 Mos.	875,700	987,700	-11.34
PHONOGRAPH SHIPMENTS	Sept.	531,288	480,184	+10.64
	9 Mos.	3,048,546	2,521,788	+20.89
PHONOGRAPH RETAIL SALES	Sept.	380,499	390,543	- 2.57
	9 Mos.	2,822,223	2,426,598	+16.30
RADIO PRODUCTION (excludes auto)	Week Nov. 11	257,339	279,836	- 8.03
	45 Weeks	9,243,296	8,602,684	+ 7.41
RADIO RETAIL SALES	Sept.	1,102,092	928,457	+18.70
	9 Mos.	6,348,421	5,285,878	+20.12
TELEVISION PRODUCTION	Week Nov. 11	113,321	149,915	-24.41
	45 Weeks	5,097,010	5,486,927	- 7.11
TELEVISION RETAIL SALES	Sept.	620,810	684,773	- 9.35
	9 Mos.	4,100,541	3,811,754	+ 7.58
REFRIGERATORS	Sept.	284,900	355,700	-19.90
	9 Mos.	2,655,500	2,906,900	- 8.65
RANGES, Electric, Standard	Sept.	80,400	83,300	- 3.48
	9 Mos.	638,700	707,300	- 9.70
Built-in.....	Sept.	62,400	73,900	-15.56
	9 Mos.	512,500	544,600	- 5.89
RANGES, Gas, Standard	Sept.	*143,100	175,500	-18.46
	9 Mos.	1,119,800	1,244,700	-10.03
Built-in.....	Sept.	*33,700	34,800	- 3.16
	9 Mos.	260,200	255,100	+ 2.00
VACUUM CLEANERS	Sept.	301,935	305,096	- 1.04
	9 Mos.	2,487,986	2,505,983	- .72
WASHERS, Automatic & Semi-Auto	Sept.	279,304	301,201	- 7.27
	9 Mos.	1,913,304	2,193,072	-12.76
Wringer & Spinner.....	Sept.	73,407	92,911	-20.99
	9 Mos.	556,267	689,137	-19.28
WASHER-DRYER COMBINATIONS	Sept.	17,824	25,461	-30.00
	9 Mos.	118,895	140,554	-15.41
WATER HEATERS, Electric (Storage)	Sept.	*67,500	75,500	-10.60
	9 Mos.	*518,900	642,900	-19.29
WATER HEATERS, Gas (Storage)	Sept.	*223,400	243,800	- 8.37
	9 Mos.	2,112,200	2,287,400	- 7.66

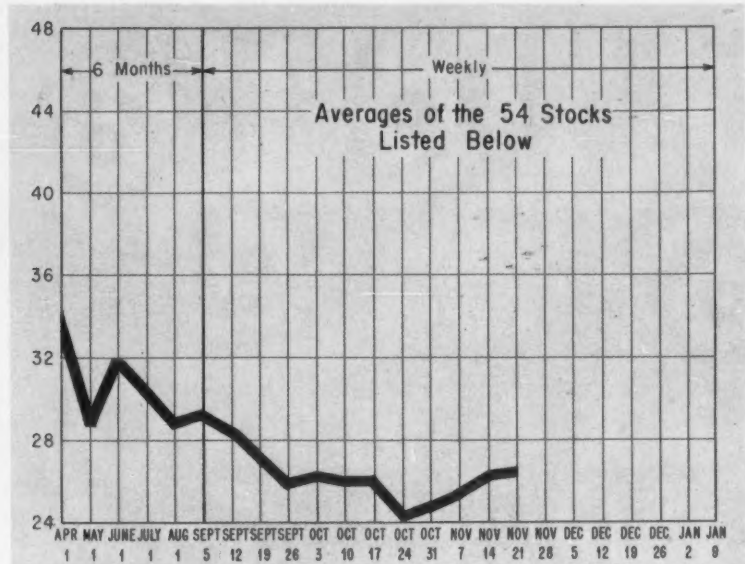
*Preliminary

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

ELECTRICAL MERCHANDISING WEEK

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS		1960		CLOSE NOV. 14	CLOSE NOV. 21	NET CHANGE
	HIGH	LOW				
NEW YORK EXCHANGE						
Admiral	23 7/8	10	11 1/8	11	—	1/8
American Motors 1	29 1/2	19	20 1/8	19 3/8	—	3/8
Arvin Ind. 1	27 1/2	16 3/4	18 7/8	18 3/4	—	1/8
Borg Warner 2	48 1/2	31 7/8	33	33	—	—
Carrier 1.60	41 3/4	27 1/8	30 1/8	30	—	1/8
CBS 1.40B	45 1/4	36 5/8	38 3/4	37 1/4	—	1 1/2
Chrysler 1	71 7/8	40	43 3/8	41 1/8	—	2 1/4
Decca Records 1.20	35 3/8	17 3/8	35 3/8	38	+	2 3/8
Emerson Electric 1	50	33	46 3/4	46 7/8	+	1/8
Emerson Radio .50F	22 1/8	11 1/8	12 3/8	12	—	3/8
Fedders 1	20 3/8	15 5/8	16 3/4	16 3/4	—	—
General Dy. 1.75E	58 3/8	33 1/2	39 1/4	38 5/8	—	5/8
General Elec. 2	99 7/8	70 1/4	78 1/8	78	—	1/8
General Motors 2	55 7/8	41	42 7/8	42	—	7/8
General Tel & El .76*	34 1/8	24 3/4	27	26 3/8	—	5/8
Hoffman Elec. .60	30 1/4	15	17 7/8	17 1/4	—	5/8
Hupp Corp. .37T	13 1/4	6 3/4	7 3/4	7 3/4	—	1/4
Magnavox 1	55	31 3/4	41 1/2	42 1/2	+	1
Maytag 2A	44 1/2	31	34 1/2	38 1/2	+	4
McGraw-Edison 1.40	45 3/4	28	31 1/2	35 1/4	+	3 3/4
Minn. M&M .60	88	60	69	69 3/8	+	3/8
Montgomery Ward 2	55 3/8	25 1/2	30 1/2	28 3/8	—	2 1/8
Monarch .30E	19 7/8	11 3/4	14	13 3/4	—	1/4
Motor Wheel 1	23 1/4	11	12 1/8	11 1/2	—	5/8
Motorola 1	98	60 1/2	67 3/8	71 3/4	+	4 3/8
Murray Corp.	29 1/8	24 3/8	25 3/8	27 7/8	+	2 1/2
Philco 1/4G	38 1/4	17 1/4	18 1/2	18 1/4	—	1/4
RCA 1B	78 3/8	46 1/2	53 1/2	54 1/4	+	3/4
Raytheon 2.37T	53 3/8	30 1/4	34 1/8	33 1/2	—	5/8
Rheem .60	28 7/8	12	14	15	+	1
Ronson .60	13 3/4	9 3/4	12 1/8	11 7/8	—	1/4
Roper 6D	21 1/2	14 1/8	19 1/4	19 1/4	—	—
Schick	16 3/4	7 3/4	8 7/8	8 1/2	—	3/8
Siegler Corp. .40B	43	23 5/8	27	27	—	—
Smith A. O. 1.60A	53 3/8	32 1/8	34 3/8	32 3/4	—	2 1/8
Sunbeam 1.40A	64 1/2	48 1/2	52 3/4	52 1/2	—	1/4
Welbilt .10G	7 7/8	4 1/8	4 1/2	4 7/8	—	1/8
Westinghouse 1.20	65	45	50 3/4	49 1/4	—	1 1/2
Whirlpool 1.40	34 7/8	22	25 1/4	25 3/4	+	1/2
Zenith 1.60	129 3/8	89 1/8	99 1/4	101 1/4	+	2
AMERICAN EXCHANGE						
Casco Pd. .35E	10	6 3/4	9 7/8	10 1/4	+	3/8
Century Elec. 1/2	9 7/8	6 1/2	6 1/2	6 1/2	—	—
Herold Rad.	7 7/8	1	1 3/8	1 1/8	—	1/4
Ironrite .25T	10 1/2	6 1/8	6 1/8	7 7/8	+	1 1/4
Lynch Corp. (Symphonic)	15	9	9 3/8	9	—	3/8
Muntz. TV	6 1/2	3 3/8	4 1/8	3 5/8	—	1/2
National Presto	12 3/8	10 5/8	13 1/2	13 1/2	—	—
Nat. Un. Elec. (Eureka)	3 7/8	2	2 1/4	2	—	1/4
Proctor-Silex	9 7/8	5 5/8	6	5 5/8	—	3/8
Republic Trans.	6 1/4	3 3/8	4 3/4	4 7/8	+	1/8
Telectro Ind.	21 3/8	11 1/8	14	14 1/2	+	1/2
MIDWEST EXCHANGE						
Knapp-Monarch	—	—	6 1/4	5 7/8	—	3/8
Trav-ler Radio	—	—	6 3/4	6 3/4	—	—
Webcor	—	—	10 1/2	10 1/2	—	—

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: A few individual issues gained, but most stocks showed fractional losses and the EM Week average inched ahead of last week's closing by 1/8 pt. Although the news along Wall Street was, for the most part, spotty this past week, experts were foreseeing a bullish future for the market. In one expert's opinion, the electronic stocks should emerge

as the market's star performers. No new lows were recorded among the key 40 New York issues although the American Exchange came up with three (Muntz, Nat. Union, Proctor-Silex). Only 14 stocks showed gains, but some were sizeable (see above) thus enabling the average to stay on the plus side. Motorola, up 4 3/8, led the advances.

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World's first dryer with ELECTRONIC CONTROL



Close-up of dryer drum
and electronic baffle

Feels clothes with 72 electronic fingers, measures moisture in the clothes, turns itself off when they're dried exactly right

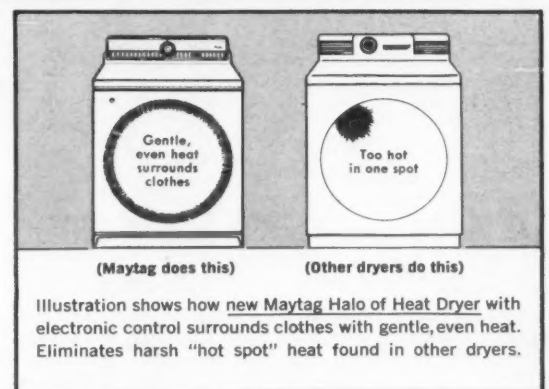
Clothes come out softer, need less ironing, because wrinkles are never baked in.

For the first time clothes can be dried automatically without losing their natural moisture. That's because this new Maytag with electronic control knows exactly when to shut itself off. How does it work? The baffles are wound with 24 moisture-sensitive coils that

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